

ORDER



Orders
Order / Rev: 699259
Alt Order #: 06229479
Product Desc: EMERSON FOR CONGRESS
Estimate:
Flight Dates: 07/25/12 - 08/03/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

KSDK

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Emerson,J/ R/ Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	10	\$10,050.00	\$8,542.50
07/30/12	08/03/12	16	\$18,975.00	\$16,128.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	10	\$10,050.00	\$8,542.50	0.00
August 2012	16	\$18,975.00	\$16,128.75	0.00
Totals	26	\$29,025.00	\$24,671.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSDK	40%	\$29,025.00
Market	100%	\$72,562.50

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	5%	\$3,628.12
KETC	0%	\$0.00
KMOV	29%	\$21,043.12
KNLC	0%	\$0.00
KPLR	1%	\$725.62
KTVI	25%	\$18,140.62
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/27/12	07/27/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/23/12	07/29/12	----F--			1		\$600.00		0.00				
2	KSDK	07/30/12	08/03/12	M-F 6-7A 6-7a	CM	6-7A	M-W-F--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	07/30/12	08/03/12	M-F 6-7A 6-7a	CM	6-7A M-W-F--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/30/12	08/05/12	M-W-F--		3		\$600.00			0.00			
3	KSDK	07/26/12	07/27/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A ---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/23/12	07/29/12	---TF--		2		\$600.00			0.00			
4	KSDK	08/03/12	08/03/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A ----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/30/12	08/05/12	----F--		1		\$600.00			0.00			
5	KSDK	07/25/12	07/27/12	M-F 5P News News Channel 5 at 5P	CM	5-530P --W-F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
	**CNXL 1X													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/23/12	07/29/12	--W-F--		1		\$800.00			0.00			
6	KSDK	07/30/12	08/01/12	M-F 5P News News Channel 5 at 5P	CM	5-530P M-W----	:30	2	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/30/12	08/05/12	M-W----		2		\$800.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSDK	07/30/12-08/05/12	M-F 5P News		5-530P	M-W-----	:30	(\$800.00)		0.00	NM		
	See MG 10.3,10.4													
	[must offer Rate Section 2 - \$1200 to clear.]													
7	KSDK	07/26/12	07/26/12	M-F 5P News News Channel 5 at 5P	CM	528-530p NIGHTL`---T---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
	(5:28 PM-5:30 PM)													
	**REVISE TP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/23/12	07/29/12	---T---		1		\$1,100.00			0.00			
N 8	KSDK	07/31/12	08/02/12	M-F 5P News News Channel 5 at 5P	CM	528-530p NIGHTL`-T-T---	:30	2	\$1,100.00	P-3	0.00	NM	2	\$2,200.00
	(5:28 PM-5:30 PM)													
	**REVISE TP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/30/12	08/05/12	-T-T---		2		\$1,100.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	KSDK	07/30/12-08/05/12	M-F 5P News		528-530p NIGHTL`5:28 PM-5:30 P-	T-Th-----	:30	(\$1,100.00)		0.00	NM		
	See MG 8.3													
	[Need RS - 2 \$1650 to clear]													
	3	KSDK	07/30/12-08/05/12	NBC Nightly News M-F		530-6p	MTWThF----	:30	\$1,100.00		0.00	NM		
	Ⓜ MG for 8.2 08/02													
	[N/A]													
9	KSDK	07/27/12	07/27/12	M-F 6P News News Channel 5 at 6P	CM	6-630P ----F--	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/23/12	07/29/12	----F--		1		\$850.00			0.00			
10	KSDK	07/31/12	08/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P -T-T---	:30	2	\$850.00	P-3	0.00	NM	2	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	07/30/12	08/05/12	-T-T---		2		\$850.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KSDK	07/31/12	08/02/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-T---	:30	2	\$850.00	P-3	0.00	NM	2	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-T-T---		2				\$850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	07/30/12-08/05/12		M-F 6P News		6-630P	-T-Th----	:30		(\$850.00)		0.00	NM		
	See MG 10.3,10.4 [\$1275 - Rate Section 2 to clear.]														
2	KSDK	07/30/12-08/05/12		M-F 6P News		6-630P	-T-Th----	:30		(\$850.00)		0.00	NM		
	See MG 10.3,10.4 [\$1275 - Rate Section 2 to clear.]														
3	KSDK	07/31/12-08/02/12		M-F 6P News		6-630P	-T-Th----	:30		\$1,275.00		0.00	NM		
	Ⓜ MG for 6.2,10.1,10.2 [revise rates]														
4	KSDK	08/01/12-08/01/12		M-F 5P News		5-530P	--W-----	:30		\$1,200.00		0.00	NM		
	Ⓜ MG for 6.2,10.1,10.2 [revise rates]														
11	KSDK	07/26/12	07/26/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---T---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	---T---		1				\$1,000.00		0.00			
12	KSDK	07/31/12	08/02/12	Olympics Zone Olympics Zone	CM	Olympics Zone	-T-T---	:30	2	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
	**REVISE RATE & PRMG														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	-T-T---		2				\$2,250.00		0.00			
13	KSDK	07/27/12	07/27/12	Olympic Late News Olympics Late News	CM	Various	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
	*REVISED DAYS**CNXL 1X														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	----F--		1				\$1,800.00		0.00			
14	KSDK	07/30/12	08/01/12	Olympic Late News Olympics Late News	CM	Various	M-W----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	M-W----		2				\$1,800.00		0.00			
15	KSDK	07/28/12	07/29/12	Olympics Weekend 12-5P Olympic Weekend DT	CM	12N-5P OLYMPIC	-----SS	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----SS		1				\$2,400.00		0.00			
16	KSDK	07/30/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM		MTWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
						(9:00 AM-4:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWTF--		2				\$750.00		0.00			
17	KSDK	07/30/12	08/03/12	Olympics Zone Olympics Zone	CM	Olympics Zone	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/30/12	08/05/12	MTWTF--		1				\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	07/30/12-08/05/12		Olympics Zone		Olympics Zone	MTWThF----	:30		\$1,500.00		0.00	NM		
18	KSDK	07/28/12	07/28/12	Olympics Weekend 4-6a Olympics Weekend DT	CM	4-6A	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
	**PLEASE RUN 4-6A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-		1				\$300.00		0.00			
Totals													26	\$29,025.00	